



## **MAYOR JERRY SANDERS PRESS RELEASE**

FOR IMMEDIATE RELEASE

July 17, 2007

### **SANDERS MAKES 1 APPOINTMENT AND 5 REAPPOINTMENTS TO THE LA JOLLA SHORES PLANNED DISTRICT ADVISORY BOARD**

**SAN DIEGO** – Mayor Jerry Sanders has appointed Dan Goese and reappointed Paul Benton, Marvin Cohen, Susan Goulian, John McColl, and Suzanne Weissman to the La Jolla Shores Planned District Advisory Board, subject to City Council confirmation.

Dan Goese is the Founder and President of Marketing Counsel, Inc. located in La Jolla and has been in the marketing industry for more than 20 years. As a product development and market research consultant for high-tech companies, Mr. Goese has created breakthrough marketing strategies and supported the development and launch of innovative products including consumer, commercial and industrial hardware, software, and web technologies for clients including Hewlett-Packard Company, MusicMatch, Echo Mobile Music, and Vivid Image Technology.

As a La Jolla Shores resident, Mr. Goese aims to improve the quality of life of both residents and visitors by keeping abreast of the planning and development of the community. His interests include ensuring local development conforms to community standards and codes. Mr. Goese has served on the Board of Directors for the La Jolla Shores Association and La Jolla Youth, Inc. As a member of the La Jolla Shores Planned District Advisory Board, Mr. Goese can actively continue his interest in serving the community. Dan Goese will replace Gail Forbes, who has resigned, for a term ending April 1, 2008.

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